YOU'LL FIND EVERY SIZE AND SLANT IN THIS COMPLETE AD CAMPAIGN!

SPURRED ON BY THE LOVELIEST LIPS UNDER HEAVEN TO CHARGE INTO THE VERY MOUTH OF HELL!

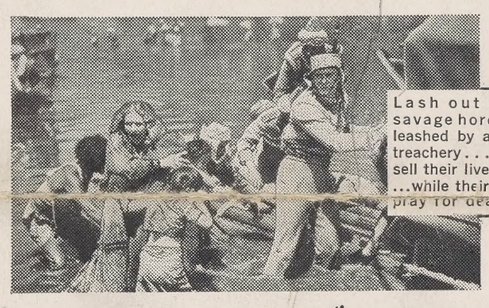
Their's was a love to live for gallantly... to die for magnificently ... to be immortalized eternally in this superb screening by Warner Bros. of Tennyson's deathless epic, which re-unites the lovers of "Captain Blood" in an embrace that only the thundering guns of history's most heroic charge could blast asunder!

Ride with the "Noble Six Hundred"... "Half a league, half a league, half a league onward"..."into the jaws of death, into the mouth of Hell"!

ERROL FLYNN

Steel your nerves for the attack on civilization's last frontier by wild tribesmen... thirsting for white men's blood ... and white women's lips!

OLIVIA de HAVILLAND



Lash out at the savage hordes unleashed by a rajah's treachery... as men sell their lives dearly ...while their women pray for death!...

"THE CHARGE of the LIGHT BRIGADE"

With PATRIC KNOWLES • HENRY STEPHENSON • NIGEL BRUCE
Donald Crisp • David Niven • Robert Barrat
Directed by Michael Curtiz • A Warner Bros. Picture

See the battle at Balaclava... where thousands fell before crashing cannon and hate-sharpened lances... because "someone had blundered!"...

THEATRE and DATE

828 Lines Mat No. 601—60c

"Cannon To Right Of Them, Cannon To Left Of Them, Cannon In Front Of Them Volleyed And Thundered" A Salute To The Gallant "600" Who Rode "Into The Jaws Of Death" That A Comrade Might Live For Love!

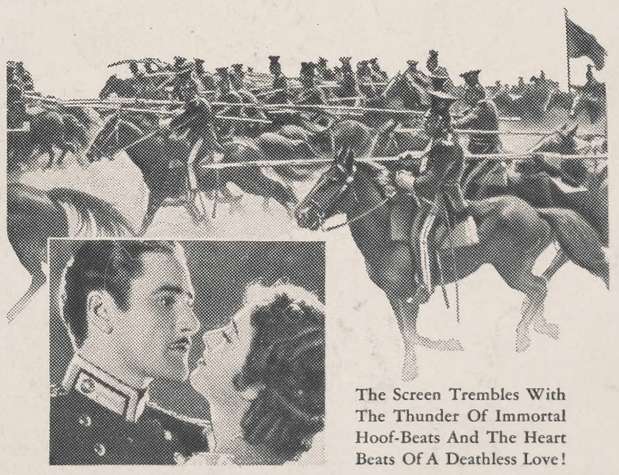
ERROL FLYNN
OLIVIA de HAVILLAND
The Unforgettable Stars of "Captain Blood" in
"The CHARGE of the LIGHT BRIGADE

From Tennyson's Heroic Masterpiece with
PATRIC KNOWLES
HENRY STEPHENSON
NIGEL BRUCE • Donald Crisp
David Niven • Robert Barrat
Directed by Michael Curtiz
Director of "Captain Blood"
A Warner Bros. Picture

THEATRE

102 Lines Mat No. 223—20c

[FOR 3-COL. ILLUSTRATION OF THIS AD, SEE PAGE 2A]



The Screen Trembles With The Thunder Of Immortal Hoof-Beats And The Heart Beats Of A Deathless Love!

ERROL FLYNN · OLIVIA de HAVILLAND
in
"The CHARGE of the LIGHT BRIGADE"

Screened by Warner Bros. from Tennyson's Heroic Poem, with
PATRIC KNOWLES • HENRY STEPHENSON • NIGEL BRUCE
Donald Crisp • David Niven • Robert Barrat • Directed by Michael Curtiz

↑ Run theatre copy reversed in panel above ↑

124 Lines Mat No. 224—20c

"THEIR'S NOT TO REASON WHY...THEIR'S BUT TO DO AND DIE" TO AVENGE A REGIMENT'S HONOR AND PROTECT A WOMAN'S NAME!

The hero of "Captain Blood" again slashes the screen with sword and shell . . . to plunge you into blood-chilling adventures and make you live each immortal moment of the charge that echoes through history as Mankind's bravest adventure!

ERROL FLYNN
OLIVIA de HAVILLAND
in
"THE CHARGE of the LIGHT BRIGADE"

Filmed by Warner Bros. from Lord Tennyson's masterpiece, with a cast of 1,000's headed by

PATRIC KNOWLES • HENRY STEPHENSON • NIGEL BRUCE
Donald Crisp • David Niven • Robert Barrat • Directed by Michael Curtiz

THEATRE and DATE

648 Lines Mat No. 402—40c

[FOR 3-COL. ILLUSTRATION OF THIS AD, SEE PAGE 6A]

THE LOVERS OF "CAPTAIN BLOOD" ONCE MORE SET THE HEART OF THE WORLD POUNDING TO THE THUNDER OF GUNS AND THE CLASH OF STEEL ON STEEL!
...Ride with Tennyson's immortal "Six Hundred"
ERROL FLYNN
OLIVIA
De HAVILLAND
in
"The CHARGE of the LIGHT BRIGADE"
A Warner Bros. Picture with
PATRIC KNOWLES • HENRY STEPHENSON • NIGEL BRUCE
Donald Crisp • David Niven • Robert Barrat • Directed by Michael Curtiz

138 Lines Mat No. 226—20c — COPY NEG #1140

[FOR 3-COL. ILLUSTRATION OF THIS AD, SEE PAGE 5A]

"Cannon To Right Of Them, Cannon To Left Of Them, Cannon In Front Of Them Volleyed And Thundered" A Salute To The Gallant "600" Who Rode "Into The Jaws Of Death" That A Comrade Might Live For Love!

ERROL FLYNN
OLIVIA de HAVILLAND

The Unforgettable Stars of "Captain Blood" in

"The CHARGE of the LIGHT BRIGADE"

From Tennyson's Heroic Masterpiece with
PATRIC KNOWLES
HENRY STEPHENSON
NIGEL BRUCE • Donald Crisp
David Niven • Robert Barrat
Directed by Michael Curtiz
Director of "Captain Blood"
A Warner Bros. Picture

THEATRE

231 Lines Mat No. 307—30c

[FOR 2-COL. ILLUSTRATION OF THIS AD, SEE PAGE 1A]

THEATRE

While the Thunder of Their Hoof-Beats Still Rings 'Round the World—The Light Brigade Charges Again!

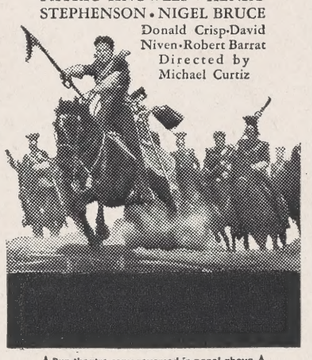
ERROL FLYNN
OLIVIA
De HAVILLAND
The Lovers of "Captain Blood" in
"The CHARGE of the LIGHT BRIGADE"
with
PATRIC KNOWLES • HENRY STEPHENSON • NIGEL BRUCE
Donald Crisp • David Niven • Robert Barrat • Directed by Michael Curtiz
A Warner Bros. Picture

122 Lines Mat No. 126—10c

HISTORY'S MOST HEROIC DEED IMMORTALIZED BY THE GALLANT LOVERS OF "CAPTAIN BLOOD"!

ERROL FLYNN
OLIVIA
De HAVILLAND
in
"The CHARGE of the LIGHT BRIGADE"

PATRIC KNOWLES • HENRY STEPHENSON • NIGEL BRUCE
Donald Crisp-David Niven-Robert Barrat
Directed by Michael Curtiz

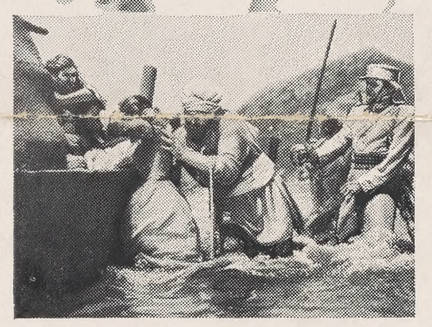


↑ Run theatre copy reversed in panel above ↑

82 Lines Mat No. 125—10c

"NO MAN IS LOST WHILE SOME WOMAN LOVES HIM!"
Only one woman knew why "someone had blundered"... as "into the Valley of Death rode the Six Hundred"! And her secret was silenced for all eternity by the lips of the man she loved!

Errol FLYNN · Olivia de HAVILLAND
"The CHARGE of the LIGHT BRIGADE"



Based on Alfred, Lord Tennyson's immortal masterpiece, brought to the screen by Warner Bros., with a cast of 1,000's headed by
PATRIC KNOWLES · HENRY STEPHENSON · NIGEL BRUCE
Donald Crisp • David Niven • Robert Barrat
Directed by the man who thrilled you with "Captain Blood", Michael Curtiz

THEATRE

501 Lines Mat No. 311—30c

THE LOVERS OF "CAPTAIN BLOOD" ONCE MORE SET THE HEART OF THE WORLD POUNDING TO THE THUNDER OF GUNS AND THE CLASH OF STEEL ON STEEL!

ERROL FLYNN
OLIVIA de HAVILLAND
in
"The CHARGE of the LIGHT BRIGADE"
From Tennyson's great masterpiece, with
PATRIC KNOWLES • HENRY STEPHENSON • NIGEL BRUCE
Donald Crisp • David Niven • Robert Barrat • Directed by Michael Curtiz
A Warner Bros. Picture

41 Lines Mat No. 128—10c

The Screen Trembles With The Thunder of Immortal Hoof-Beats And The Heart Beats of a Deathless Love!

ERROL FLYNN
OLIVIA de HAVILLAND
in
"The CHARGE of the LIGHT BRIGADE"
From Tennyson's great masterpiece, with
PATRIC KNOWLES • HENRY STEPHENSON • NIGEL BRUCE
Donald Crisp • David Niven • Robert Barrat • Directed by Michael Curtiz
A Warner Bros. Picture

THEATRE

67 Lines Mat No. 127—10c

OUT OF TENNYSON'S HEROIC PAGES CHARGE THE "SIX HUNDRED"!
ERROL FLYNN
OLIVIA
De HAVILLAND
in
The CHARGE of the LIGHT BRIGADE
with
PATRIC KNOWLES · HENRY STEPHENSON · NIGEL BRUCE · Donald Crisp · David Niven · Robert Barrat
Directed by Michael Curtiz · A Warner Bros. Picture

27 Lines Mat No. 129—10c

WHILE THE THUNDER OF THEIR HOOF-BEATS STILL RINGS 'ROUND THE WORLD — THE LIGHT BRIGADE CHARGES AGAIN!

ERROL FLYNN
OLIVIA de HAVILLAND
in
"The CHARGE of the LIGHT BRIGADE"
From Tennyson's great masterpiece, with
PATRIC KNOWLES • HENRY STEPHENSON • NIGEL BRUCE
Donald Crisp • David Niven • Robert Barrat • Directed by Michael Curtiz

54 Lines Mat No. 228—20c

CHARGING TO THE SCREEN!
ERROL FLYNN · OLIVIA de HAVILLAND
in
"THE CHARGE of the LIGHT BRIGADE"
From Tennyson's Deathless Poem, with
PATRIC KNOWLES • HENRY STEPHENSON • NIGEL BRUCE • Donald Crisp • David Niven • Robert Barrat
Directed by Michael Curtiz •

14 Lines Mat No.130—10c

The Screen Trembles With The Thunder Of Immortal Hoof-Beats And The Heart Beats Of A Deathless Love!

ERROL FLYNN · OLIVIA de HAVILLAND
in
"The CHARGE of the LIGHT BRIGADE"
Screened by Warner Bros. from Tennyson's Heroic Poem, with
PATRIC KNOWLES • HENRY STEPHENSON • NIGEL BRUCE
Donald Crisp • David Niven • Robert Barrat • Directed by Michael Curtiz

56 Lines Mat No. 229—20c

"THE CHARGE OF THE LIGHT BRIGADE"

THE SCREEN TREMBLES WITH THE THUNDER OF IMMORTAL HOOF-BEATS AND THE HEART-BEATS OF A DEATHLESS LOVE . . . AS THE HERO OF "CAPTAIN BLOOD" LEADS TENNYSON'S "600" TO NEW TRIUMPHS!

Ride recklessly, fight desperately, love gloriously, thrill unforgettably as the Light Brigade sweeps you on and on . . . from civilization's last frontiers . . . through splendor-splashed scenes of oriental intrigue and cruelty...down to the last supreme charge of the gallant 27th Lancers! Plunging "into the mouth of Hell"... so that a beautiful woman's heart might not be broken...and so that a brave regiment's colors might remain forever unstained!

With PATRIC KNOWLES • HENRY STEPHENSON • NIGEL BRUCE

Donald Crisp • David Niven • Robert Barrat • A Warner Bros. Picture

THEATRE

Directed by Michael Curtiz . . . to complete, with Errol and Olivia, the triumphant triumvirate of "Captain Blood"

685 Lines Mat No. 501-A—50c

DATE THEATRE

600 Heroes Riding Hell-Bent For Immortality—That Two Tortured Hearts Might Find Eternal Love!
ERROL FLYNN
OLIVIA
De HAVILLAND
The Lovers of "Captain Blood" in
"The CHARGE of the LIGHT BRIGADE"
Filmed by Warner Bros. from Lord Tennyson's masterpiece, with a cast of 1000's, including
PATRIC KNOWLES • HENRY STEPHENSON • NIGEL BRUCE
Donald Crisp • David Niven • Robert Barrat • Directed by Michael Curtiz

176 Lines Mat No. 225—20c

CHARGING THE SCREEN TO PLUNGE YOU INTO YOUR SUPREME FILM ADVENTURE!
Ride with Tennyson's deathless "Six Hundred"... as they slash the screen with sword and shell ... to keep a woman's name unsullied ... and a regiment's colors unstained! Screened on a scale surpassing all sensational standards previously set by the producers of "Captain Blood" and "Anthony Adverse"!
ERROL FLYNN
OLIVIA
De HAVILLAND
The Unforgettable Stars of "Captain Blood" in
"The CHARGE of the LIGHT BRIGADE"
with
PATRIC KNOWLES • HENRY STEPHENSON
NIGEL BRUCE • Donald Crisp • David Niven
Robert Barrat • Directed by Michael Curtiz
A Warner Bros. Picture
THEATRE

261 Lines Mat No. 309—30c

"HALF A LEAGUE... HALF A LEAGUE... HALF A LEAGUE ONWARD"...OUT OF TENNYSON'S HEROIC PAGES CHARGE THE "SIX HUNDRED!"

Fired by a woman's love they charged for the mouth of Hell—cheering as they rode into the valley of Death—while all the world wondered! And now on the screen, the Light Brigade rides again!

ERROL FLYNN
OLIVIA
De HAVILLAND
in
"The CHARGE of the LIGHT BRIGADE"

with
PATRIC KNOWLES • HENRY STEPHENSON • NIGEL BRUCE • Donald Crisp • David Niven • Robert Barrat
Directed by Michael Curtiz • A Warner Bros. Picture

↑ Run theatre copy reversed in panel above ↑

260 Lines Mat No. 222—20c

CHARGING THE SCREEN TO PLUNGE YOU INTO YOUR SUPREME FILM ADVENTURE!

The lovers of "Captain Blood" make the screen tremble with the thunder of immortal hoof beats and the heart beats of a deathless love... as they gloriously unfold the gallant romance that inspired history's most heroic adventure!

ERROL FLYNN
OLIVIA de HAVILLAND
in
"The CHARGE of the LIGHT BRIGADE"

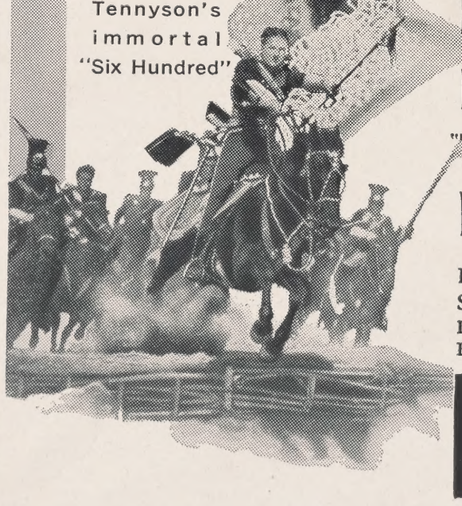
Directed by Michael Curtiz

Filmed by Warner Bros. from Tennyson's deathless poem, with a cast of 1,000's, including
PATRIC KNOWLES
Henry STEPHENSON
NIGEL BRUCE
Donald Crisp • David Niven • Robert Barrat

357 Lines Mat No. 312—30c

THE LOVERS OF "CAPTAIN BLOOD" ONCE MORE SET THE HEART OF THE WORLD POUNDING TO THE THUNDER OF GUNS AND THE CLASH OF STEEL ON STEEL!

... Ride with Tennyson's immortal "Six Hundred"



ERROL FLYNN
OLIVIA
De HAVILLAND
in
"The CHARGE of the LIGHT BRIGADE"

A Warner Bros. Picture with
PATRIC KNOWLES • HENRY STEPHENSON • NIGEL BRUCE
Donald Crisp • David Niven • Robert Barrat • Directed by Michael Curtiz

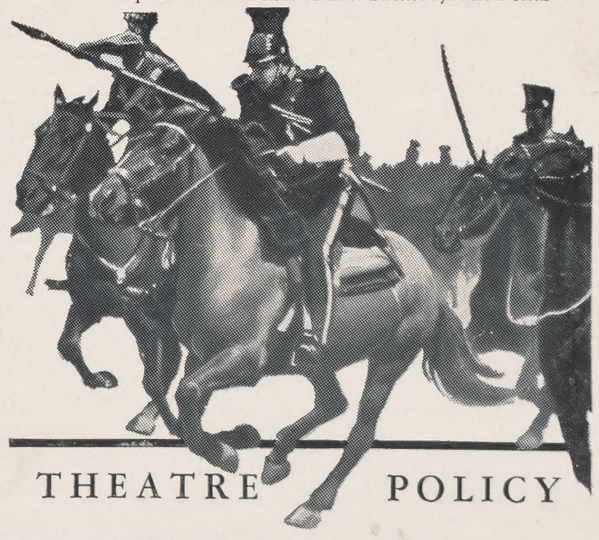
321 Lines Mat No. 310—30c

[FOR 2-COL. ILLUSTRATION OF THIS AD, SEE PAGE 2A]

SABRES FLASH AND CANNONS THUNDER, "WHILE ALL THE WORLD WONDERS" AT THE LOVE THAT INSPIRED THE IMMORTAL CHARGE OF THE HEROIC "SIX HUNDRED"!

Errol FLYNN • Olivia de HAVILLAND
in
"The CHARGE of the LIGHT BRIGADE"

Screened by Warner Bros. from Tennyson's Heroic Poem, with
PATRIC KNOWLES • HENRY STEPHENSON • NIGEL BRUCE
Donald Crisp • David Niven • Robert Barrat • Directed by Michael Curtiz



THEATRE POLICY

180 Lines Mat No. 227—20c

CATCHLINES FROM THE ADS

Spurred on by the Loveliest Lips Under Heaven to Charge Into the Very Mouth of Hell!

* * *

The Screen Trembles With the Thunder of Immortal Hoof-Beats and the Heart Beats of a Deathless Love!

* * *

A Salute to the Gallant "600" Who Rode "Into the Jaws of Death" that a Comrade Might Live for Love!

* * *

Their's was a Love to Live for Gallantly . . . to Die for Magnificently!

* * *

See the Battle at Balaclava . . . Where Thousands Fell Before Crashing Cannon and Hate-Sharpened Lances . . . Because "Someone Had Blundered!"

* * *

"Their's Not to Reason Why . . . Their's But to Do and Die" to Avenge a Regiment's Honor and Protect a Woman's Name!

* * *

The Lovers of "Captain Blood" Once More Set the Heart of the World Pounding to the Thunder of Guns and the Clash of Steel on Steel!

* * *

While the Thunder of Their Hoof-Beats Still Rings 'Round the World — The Light Brigade Charges Again!

* * *

History's Most Heroic Deed Immortalized by the Gallant Lovers of "Captain Blood"!

* * *

"No Man is Lost While Some Woman Loves Him!"

* * *

"'Into the Valley of Death Rode the Six Hundred!"

* * *

600 Heroes Riding Hell-Bent for Immortality — that Two Tortured Hearts Might Find Eternal Love!

* * *

Charging the Screen to Plunge You Into Your Supreme Film Adventure!

"THEIR'S NOT TO REASON WHY...THEIR'S BUT TO DO AND DIE" TO AVENGE A REGIMENT'S HONOR AND PROTECT A WOMAN'S NAME!

The hero of "Captain Blood" again slashes the screen with sword and shell . . . to plunge you into blood-chilling adventures and make you live each immortal moment of the charge that echoes through history as Mankind's bravest adventure!

ERROL FLYNN
OLIVIA de HAVILLAND
in "THE CHARGE of the LIGHT BRIGADE"

Filmed by Warner Bros. from Lord Tennyson's masterpiece, with a cast of 1,000's headed by

PATRIC KNOWLES • HENRY STEPHENSON • NIGEL BRUCE
Donald Crisp • David Niven • Robert Barrat • Directed by Michael Curtiz

THEATRE and DATE

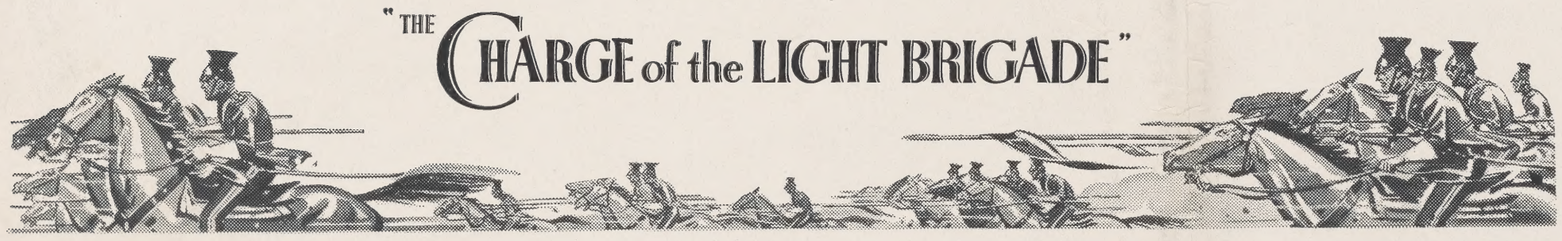
366 Lines Mat No. 308—30c

[FOR 4-COL. ILLUSTRATION OF THIS AD, SEE PAGE 2A]

Decorative Strips For Local Printing

Many Exhibitors have requested us to make our own page headings available in mat form for use in programs, house newspapers and other locally printed advertising material. The set of three strips may be obtained directly from the Campaign Plan Editor, 321 W. 44th Street, New York City.

Order Mat No. 502-A — 50c



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Wisconsin Center
for Film and Theater Research

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